

**COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION**

RECORDED  
JUN 19 2004  
PUBLIC SERVICE  
COMMISSION

IN THE MATTER OF:

PETITION OF NPCR, INC.,	)	CASE NO. 2003-00143
D/B/A NEXTEL PARTNERS FOR	)	
DESIGNATION AS AN ELIGIBLE	)	
TELECOMMUNICATIONS CARRIER IN	)	
THE COMMONWEALTH OF KENTUCKY	)	

**NPCR, INC. D/B/A NEXTEL PARTNERS' RESPONSES  
TO INFORMATION REQUESTS MADE AT HEARING**

TO: Intervenor and their attorney Lindsey Ingram, Jr., Stoll, Keenon & Park, LLP, 300 West Vine Street, Suite 2100, Lexington, KY 40507-1801:

NPCR, Inc. d/b/a Nextel Partners ("Nextel Partners") responds to the Information Requests Made at the Hearing as follows:

**RESPONSES TO INFORMATION REQUESTS**

1. Nextel Partners was asked to provide advertising plans, by rural study area, with advertising media and budgets.

**RESPONSE:**

See attached Exhibit A, which identifies the advertising media by which Nextel Partners intends to reach customers in the rural study areas at issue in this case.

Exhibit B, which is appended under seal to Nextel Partners' Petition for Confidential Treatment, shows advertising budgets for the various types of advertising, broken down by what was referred to at the hearing as a "business entity." Nextel Partners does not further break down its advertising budgets or expenses.

Exhibit A and B do not include the marketing of the Nextel brand name at the national level, which is done by Nextel Communications Inc. These advertisements, which include sports

sponsorships and national television and radio ads, are a way in which Nextel Partners' services are advertised in rural telephone company areas. If someone in a rural telephone company area sees a national advertisement and orders service by calling 1-800-NEXTEL9, that will be Nextel Partners' service.

2. Nextel Partners was asked to provide more detail on the way in which Nextel Partners calculated its historical investment in its Kentucky network.

**RESPONSE:**

Nextel Partners estimated that it had invested \$65 million in Kentucky. This was calculated by multiplying 204 cell towers by an average cost of \$250,000 per tower, which is approximately \$50 million. Then, Nextel Partners added \$15 million, which is the cost of Nextel Partners' switch that is located in Louisville. Nextel Partners further estimates that it has invested approximately \$20 million in acquiring spectrum to serve throughout all but six counties in the state.

3. Nextel Partners was asked to provide a citation to support Mr. Peabody's statement that Lifeline support is available only for a single line in a household.

**RESPONSE:**

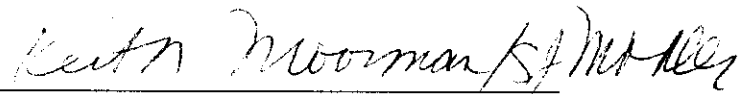
*In the Matter of Federal-State Joint Board on Universal Service*, CC Docket No. 96-45, *Report and Order*, FCC 97-157, ¶ 341 (rel. May 8, 1997)

*In the Matter of Lifeline and Linkup*, WC Docket No. 03-109, FCC 04-87, ¶ 4 (rel. April 29, 2004) (Lifeline support provides support to one principal line per household).

Dated: June 10, 2004

James Park, Jr., Esq.  
Keith Moorman, Esq.  
FROST BROWN TODD LLC  
250 West Main Street  
Suite 2700  
Lexington, KY 40507

Philip R. Schenkenberg  
BRIGGS AND MORGAN, P.A.  
2200 First National Bank Building  
332 Minnesota Street  
Saint Paul, Minnesota 55101  
Telephone: 651-808-6578  
Facsimile: 651-808-6450  
Email: [pschenkenberg@briggs.com](mailto:pschenkenberg@briggs.com)

By 

**ATTORNEYS FOR NPCR, INC. d/b/a  
NEXTEL PARTNERS**

**CERTIFICATE OF SERVICE**


I hereby certify that a true and correct copy of the foregoing was served by U.S. mail on this the 10<sup>th</sup> day of June, 2004, to the following:

James Dean Liebman  
P.O. Box 478  
Frankfort, KY 40602  
(without confidential Exhibit B)

Joan Coleman  
BellSouth Telecommunications, Inc.  
601 West Chestnut Street  
Room 410  
Louisville, KY 40232  
(without confidential Exhibit B)

Stephen R. Byars  
Alltel Kentucky, Inc.  
Kentucky Alltel, Inc.  
P.O. Box 1650  
Lexington, KY 40588-1650  
(without confidential Exhibit B)

Lindsey W. Ingram, Jr.  
Stoll, Keenon & Park, LLP  
300 West Vine Street  
Suite 2100  
Lexington, KY 40507-1801  
(with confidential Exhibit B)

  
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Susan J. Mohler

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